

**North Park Main Street
Board of Directors
November 12th, 2014
Minutes**

ATTENDANCE

Board Members Present

David Gamboa (President), Trent Riley (Secretary), John Pani, Lea Caughlan, Alma Rodriguez, Steve Codraro, Mike Fish, Mario Sanchez, Lesley Anderson, John Stewart McGaughy, Jason Noble

Board Members Absent

Matt Gordon (Vice President), Rich Geisler, Dang Nguyen, Garrick Oliver

Staff and Guests Present

Angela Landsberg (Executive Director), Roni Kleinhen (Bookkeeper), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator), Jenny Hall, Brijet Myers, Adrian Granda, Hilary Nemchik, Chelsea Kaufman, Rob Kaufman, Lucky Morrison, Shannon Pavell, Dorothy Duprey, Jason Gould

Call to Order and Self-Introductions

-Called to order at 7:36 AM

I. Public Comment on Items *Not* on the Agenda (3 min. limit per person)

- A. Lucky Morrison exerted caution regarding the increasing number of alcohol licenses being sought in North Park. We should be aware that the number has increased significantly over recent years and be mindful going forward
- B. Brijet Myers, on behalf of the Sono Chili Cookoff Committee, announced that the event to benefit McKinley Elementary will take place Sunday, December 7 starting at 11 AM

II. Adoption of Agenda

PROPOSED MOTION: APPROVE THE ADOPTION OF THE AGENDA

John Pani / Trent Riley (11/0/0)

III. Community Reports (3 min. limit per person)

A. Police Report (Officer Jenny Hall)

Jenny Hall reported that a suspect is in custody for the robbery of Bank of America on University Avenue. The robber passed a note to the teller and walked out with some cash before he was found and arrested about a block away.

B. State Senator Marty Block, Dist. 39 (Hilary Nemchik)

Hilary Nemchik introduced herself as the new representative for Senator Marty Block's office. She shared information on SB850 which will allow students to earn a Bachelor's Degree from community colleges, and SB911 which deals with reducing fear of retribution in staff members in elderly care facilities for calling 911 upon emergencies.

C. State Assemblywoman Toni Atkins, Dist. 76 (Jason Weisz)

NO REPORT

D. County Supervisor Ron Roberts, Dist. 4 (Lauren Prescott)

NO REPORT

- E. **San Diego City Council President Todd Gloria** (Adrian Granda)
Adrian Granda reported that the cap on the number of taxi drivers has been lifted in San Diego. Council President Todd Gloria will be in North Park on Saturday November 29 for Small Business Saturday! Come out and shop with the Council President beginning at 11 AM. Adrian also presented a plaque to A7D Creative Group congratulating them on 10 years of business.
- F. **City of San Diego, BID Advocate** (Elizabeth Studebaker)
NO REPORT
- G. **North Park Planning Committee [NPPC]** (Angela Landsberg)
Angela Landsberg reported that the Community Plan Update is currently working through the Design Element. Comments can be submitted over next month or two before the final stages. More information next month.
- H. **BID Council** (Angela Landsberg)
Angela Landsberg reported the BID Council is currently without an official Executive Director, Warren Simon has stepped in as interim.
- I. **North Park Maintenance Assessment District [MAD]** (Jillian Wolter)
Jillian Wolter reported that the MAD has agreed to turn the benches on Ray Street around so that they face the street rather than the businesses. This will be done at no cost. Situation will be reevaluated once the cost-free solution has been implemented. If desired impact is not accomplished by turning the benches around, action will be taken to remove or relocate.
- J. **Farmers' Market** (Brijet Myers)
Brijet Myers reported on the upcoming Farmers' Market schedule. The market will be closed on Thanksgiving and Christmas, but open on New Years' Day. Upcoming events include chef demos, kids' arts and crafts, and Holiday Bazaars.

IV. Financial Report (Roni Kleinhen)
Roni Kleinhen presented the financial report.

PROPOSED MOTION: APPROVE THE ADOPTION OF THE FINANCIAL REPORT
Dang Nguyen / Trent Riley (11/0/0)

- V. President's Report** (David Gamboa)
- A. **New Business: LEARN** (Chelsea Kaufman)
- a. LEARN is a coding and web design boot camp that will be coming soon to the corner of Ray Street and North Park Way. The LEARN Program includes 3 months of daily workshops plus 1 month of an internship and a portfolio. Completion results in a certificate and assistance with job placement.
- B. **Toyland Parade** (Victoria House Corporation)
- a. The Toyland Parade will take place Saturday, December 6 in North Park. Volunteers are needed! Volunteer signup, parade route and festival information can be found on toylandparade.com.
- C. **Straw Poll for January Board Member 101**
- a. General Consensus was to hold the event on a week night from 5:30-8:30 PM rather than a Saturday afternoon. Preferably a Monday or Tuesday
- D. **Proposed Bylaw Change**
- a. Would require board members to serve on at least one standing committee
 - b. Official language will be presented at next month's meeting

VI. Executive Director's Report (Angela Landsberg)

Angela Landsberg gave a recap of the Executive Director's Report and reviewed the status of North Park Main Street Programs (Bike Rack Requests, Graffiti Reporting, Utility Box Art, Phone Booth Art). For the PBID process, we have been told by the City Attorney that the General benefit data will require an Intercept Survey. Timeline and funding sources are still being determined.

VII. Standing North Park Committee Reports

A. Economic Restructuring Committee (Trent Riley)

The ER Committee continued to work on their website editing suggestions in conjunction with A7D staff. Website is being rewritten section by section – full update in the coming months.

B. Design Committee (John Stewart McGaughy)

Design Committee heard a report from landowner Al Kerendian regarding his project behind URBN Pizza. The project requires no variances or deviations and does not require community input or action. Jason Gould of the Vis-u-al Shop on 30th has agreed to spearhead the Utility Box Art program on behalf of North Park Main Street. Jason introduced himself and spoke briefly about the successful Outside the Box event.

C. Promotions Committee (Jillian Wolter)

The North Park “Then and Now” tour is coming up this Saturday, November 15. There are just a few tickets left which are available for \$10 via Brown Paper Tickets. This tour's special stops are Waypoint Public, Pigment, City Tacos and Hess Brewery. Small Business Saturday is coming up on November 29. North Park will feature special guests, gift wrapping and live music and gift card giveaways!

D. Organization Committee (Jillian Wolter)

Organization Committee is planning the Board Member 101 event which will include Brown Act Training. There is no November meeting due how the calendar falls, but please come to the December 8th committee meeting for 2015 brainstorming!

VIII. Ad Hoc Committee Reports

A. Ray at Night (Dani Jimenez)

The next Ray at Night will be Saturday, December 13th

B. Sustainable NPMS / Eco-District (Angela Landsberg)

Committee was dark this month – this committee may be absorbed into / combined with another committee in 2015.

C. Hospitality Committee (Lea Caughlan)

At last month's meeting there was a presentation by Where Magazine regarding the promotion and distribution of Concierge Binders. Right now the binders do not have a final timeline, but should be completed by the end of January.

IX. Consent Items

****PROPOSED MOTION: APPROVE THE FOLLOWING MOTIONS LISTED UNDER THIS SECTION EXCEPT THOSE PULLED FOR DISCUSSION BY A BOARD MEMBER AT THIS MEETING. ****

A. Approval of Minutes

****PROPOSED MOTION: APPROVE THE MINUTES FROM THE November 12th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. ****
Lea Caughlan / Trent Riley (10/0/1)

X. Announcements

- A. Alma Rodriguez announced that queenbees.com features a “New Business” section that features links to North Park businesses
- B. Lea Caughlan announced that URBN Coal Fired Pizza will be hosting a trunk show featuring locally made jewelry and clothing on Small Business Saturday (November 29)
- C. Sam of Al Reef Hookah Lounge announced the renovation of their space on University. In addition to being a Hookah lounge, Al Reef also serves sandwiches and smoothies and will soon have a full kitchen. Please stop by and check it out!

XI. Adjournment

****PROPOSED MOTION: ADJOURN THE MEETING** at 9:21 AM**
Mario Sanchez / John Pani (11/0/0)

Next meeting is December 10th, 2014